

IN OUR MIDST

Commercial Wealth Uncovered by a Great Invention

A Mechanical Marvel!

Riches Replace Poverty In An Industry Hitherto Unknown

Twentieth Century Enterprise Develops Unsuspected Opportunities

GENIUS AND ENERGY

How They Work Together to Make Millions and Reduce Cost

An Article of Ordinary Use Heretofore Made Laboriously by Hand Now Turned Out by an Automatic Machine, Which, With Its Girl Operator, Does the Work of 12 Men, and Does It Astonishingly Well. Thousands View the Basket Machine, and All Declare It a Modern Wonder—How It Makes Money, and Why the Company's Shares Are Steadily Advancing in Price.

Hidden away between its sides and bound up in the hands of the basket which carries our fruit and produce, there is the wealth of a kingdom.

Lying there unsuspected by the public, the secret of riches has remained guarded by general indifference, until the untiring inventive efforts of Emmet Horton and Ottmar Mergenthaler have uncovered to the world the wonder-working machinery which by its almost human and wholly magic touch holds an industry in its grip, and turns genius into gold.

Whoever thought a few months ago where the basket came from which contains the grapes or berries or peaches or plums or tomatoes for our tables? Was it not generally accepted that the basket was probably made by some wonderfully economical machinery as is every thing else? How could it be otherwise when the entire basket, including the berries or the grapes, was sold at a price which to the ordinary person seemed insufficient for either the basket or its contents, let alone both combined?

Has not the universal thought been, when in the heart of the season a prevailing low price has been named for a basket of berries or grapes, "How do they do it?" Or perhaps a thought of sympathy for the low some person must have suffered has been suggested to the mind by the naming of a price for the article, including its carrier, that to the uninformed suggests "bargain sale."

Yet with all this there has been indifference toward the basket which has brought the delicacy to our table, and been thrown away like the shell of a nut, and all the time there has been commercial possibilities locked up in the basket that are now arousing interest among a multitude of people who have been taught by the announcements of the big basket company, which is undertaking to make these baskets by automatic machines, that in applying the modern labor-saving principles of the machines and the modern method of concentration in securing raw material, there has developed a mine of wealth beneath our very feet, the riches of which have been opened to the public by the plan of popular subscription to its shares which the Company owning and controlling the machine has made clear by its constant presentation of the subject during the past few weeks.

No proposition the commercial equal of this one has ever been offered to the public on a fair basis. Probably no proposition the equal of this in its inherent enduring strength has ever been offered to the public on any basis. Certain it is that the men who combined with the inventor to bring these machines to their allotted task of dominating the basket industry, realized that in equipping plants and building machines and storehouses, a very large amount of capital would be required, and when it was clearly shown that the offers of rich syndicates to furnish this capital meant the drawing of the life blood of the corporation, the offer of shares was made to the public on a basis of absolute equality to all. The big company was organized with an authorized capital of ten millions of dollars and open statements of its prospects were made without exaggeration to all in the public press.

The salient features of the Company's presentation were, no preferred shares, no bonds, no debts, every share a voting share, every share a common share. Share and share alike was the keynote of the plan with advantage in price to the earliest investors.

Allotments were offered and quickly dis-

posed of as constantly increasing prices on the equipment work of the Company proceeded, and still to-day the price of shares, with the great future of the Company now absolutely demonstrated by bulk orders for its product running into the millions, remains absurdly low.

Seventy-five cents (par value one dollar fully paid and non-assessable) for shares which will earn the sensational dividends shown in subsequent paragraphs is so clearly an opportunity unequalled on this continent, that those who read this offer and let it pass will never cease to regret it, and cannot even while rejecting it find reason for doing so. Investigation shows that no statement made by this Company in its offer of shares has been over-drawn and none has been made which cannot be proven.

It is true beyond all question that public appreciation of the investment offered by this Company's shares has been instantaneous and eager, and a great number of shares has been subscribed for by intelligent men and women who have recognized the unusual money earning power of the machines which this Company owns and controls.

These are times of great prosperity, when nearly every one can find a few surplus dollars to make a little money for themselves by joining with other capital in completing the equipment of a great organization like the one here presented. Small expense will remain for the man or woman who has followed the announcements of the Mergenthaler-Horton Basket Machine Company and has not taken the trouble to investigate fully the merit of the propo-

half of the 120,000,000 of 5-pound grape baskets which these machines of the Mergenthaler-Horton Basket Machine Company will make each year.

There is a net profit to the Basket Company of not less than \$5.00 per thousand on all baskets of this size. And this profit of \$5.00 remains after deducting the selling price of baskets \$2.00 per thousand below any wholesale price ever made. It can therefore be easily seen that the product of these machines alone will earn a net profit to the Company of \$750,000 per year, or over 7% on the entire capital stock.

THE 5-POUND GRAPE BASKET.

The demand for 5-pound grape baskets is fully as great as for 8-pound grape baskets. The Company has already been compelled, for lack of machines, to refuse an order for 45 million 5-pound grape baskets for this year's crop. It now has machines to the number of twenty-six in operation making 5-pound grape baskets, and will place an order for 75 more of these machines just as soon as it can be done without retarding the work of the 100 machines already referred to as being made to make 5-pound baskets.

PROFIT ON GRAPE BASKETS.

Before this time next year these 200 machines will be working steadily, turning out baskets for next year's crop. The profit on 5-pound grape baskets, as handled by this Company, amounts to a little over \$5.00 per thousand net. The number of baskets which these 5-pound machines will make each year is fully as great as the number which the 8-pound machines will make. Figuring it as 120 million of 5-pound baskets at a profit of \$5.00 per

special care with racks in order to carry the round half bushel baskets of peaches, since these baskets cannot be placed one upon the other without crushing the peaches. This makes it so that the care used for this purpose cannot be used for any other purpose, and must travel back from the city to the shipping point empty. Because of this fact the railroad companies have offered the peach growers a reduction of nearly one-half in freight charges if they will ship their peaches in the "till" basket, such as is used by the growers of the South. In addition to the incentive which these advantages give for the adoption of the smaller and more easily handled basket for peaches, there is the fact that in this way it has been demonstrated that the grower actually nets, under all circumstances, a larger price for his fruit than when shipped in the unwieldy round half bushel basket.

THE "TILL" BASKET MACHINE.

The Mergenthaler-Horton Basket Machine Company has just perfected a machine for the manufacture of these "till" baskets. This machine works on the same principle as the machine for making quart berry baskets, and will turn out these "till" peach baskets at the same speed that the berry basket machine turns out berry baskets, which is 12,000 per day.

VOLUME OF BUSINESS.

Just how great a volume there is in this class of business it is impossible now to estimate; it is not only very, very large, but, as will be seen from the foregoing, it is steadily increasing. The item of the shipment of tomatoes from southern points to the northern markets during the winter time is being developed with wonderful rapidity, and all the tomatoes so shipped are handled in this class of basket. It is only a comparatively short time since it was impossible to secure tomatoes at anything but an exorbitant price in northern markets during the winter months. The enterprise of some truck growers has introduced these winter delicacies and placed tomatoes at a low price during the winter months in the markets of the northern states. This enterprise has met with instant approval everywhere, and the cultivation of tomatoes and the shipment of them to the north is being prepared this year for next winter's market to a degree that would hardly be understood by figures.

IN THE SOUTH AND WEST.

From the fragmentary statistics relating to the southern trade, which it has been possible to secure, and the offers that have been made to the Company of orders for this class of baskets, it is entirely reasonable to believe that the Company's profit on this class of baskets alone will amount to over \$1,000,000 per year. Adding this profit to the figures already demonstrated in the foregoing, and it becomes an immediate commercial certainty that the Mergenthaler-Horton Basket Machine Company will earn a profit for its shareholders amounting to between 35 and 40% on the entire capital of the Company, without taking into account at all the tremendous volume of business which it is making preparation to handle on the Pacific coast. This volume of business from California, Washington and Oregon is very large. Last year the shipments of fruit east from California amounted to over 200 car loads per week for eight months in the year. The baskets for the handling of this great California and Pacific coast demand will add very largely to the Company's profits. No figures could now be made on this field of operations which would have a sufficiently authentic basis to warrant the effort in setting them forth, but everyone who gives the matter an instant's thought can see that the expectation to handle the entire basket trade of the Pacific coast is an entirely justifiable one, and indeed overtures of business from the fruit people controlling the California trade are already in progress.

HOW THE PROFIT IS MADE.

The foregoing statements regarding the great volume of business in fruit baskets, and the Company's active preparations to handle it, are as nearly accurate as it is possible to make them. In every case the statements are entirely inside of the Company's calculations. The profit made on the manufacture of baskets, as set forth in this article, is made possible by the use of the automatic basket making machinery which this Company owns and controls. The profit is also assisted by the great facilities which the Company has for securing lumber in quantities, and at prices which reduce the cost of its raw material to about one-half that which the present basket manufacturers who make baskets by hand labor. It is, of course, impossible for the smaller manufacturers to make these arrangements for getting their raw material at a price which in any degree approaches in cheapness the figures of cost to this Company for its lumber supplies, and it is in the economy of the method of handling the lumber, together with the great labor saving profit of the automatic machines, that the above statements of actual net profit in the manufacture of baskets is arrived at.

ARE YOU A SHAREHOLDER?

It has seemed proper to set forth in this detail the actual condition of the basket business as viewed from the standpoint of the Mergenthaler-Horton Basket Machine Company, for the information of shareholders in the Company, and for the information of those who contemplate investment in the Company's shares.

The basket industry has, until the aggressive and progressive operations of this Company, been many years behind the other active industries. The baskets have all been made by hand labor, except such baskets as have been made by the Robison Basket Company of Painesville, Ohio, which operated some of this Company's machines under a license from the small original Company which took out the patents on the machines. One can hardly believe that the great basket demand of the United States has been supplied solely by an almost innumerable

army of hand workers gathered in bunches of from three to three hundred in a place, turning out their uncertain product, one by one. An illustration of the superiority of the automatic machine labor over hand labor in the matter of speed and excellence is given at the exhibitions this Company is carrying on in New York, Chicago, Boston and Philadelphia, and will shortly be opened in St. Louis, Buffalo and Pittsburgh. It is in these exhibitions clearly shown that starting with the same material, the men working by hand labor cannot make more than 350 grape baskets per day, and it is also clearly shown that the machine, operated by one girl, makes 4,200 baskets per day. It is also clearly shown that the baskets turned out by the machines are in every way superior to the hand made baskets manufactured out of the same material, the machine made basket being absolutely uniform and much stronger. It is fastened together with wire staples made automatically by the machine from reels of wire, while the hand made basket is put together by tacks, and is frequently, even when fastened most dexterously, very insecurely handled. Handlers of fruit in the City of New York state that their losses on fruit shipped to them in hand made baskets are fully 10 per cent., and that the loss on fruit shipped in machine made baskets is absolutely nothing.

PRICE OF SHARES.

Shares of the Mergenthaler-Horton Basket Machine Company's stock are now being sold at 75 cents a share (par value \$1.00 full paid and non-assessable). The executive offices of the company are at 287 Broadway, New York.

It will be seen from the résumé of the basket situation as herein set forth that no more attractive opportunity for the investment of small or large sums can possibly be found than in the shares of this Company.

TO INTERESTED PERSONS.

There are a great many persons who would be glad to avail themselves of the investment in this Company's shares, if they could understand how accurately truthful the above statements are, and in order to facilitate their investigations, an interview with one of the Company's officers is printed below.

Checks for subscriptions should be drawn to the order of Charles R. Barlow, Treasurer. The Directors reserve the right to reject any subscription. No subscription accepted for less than 50 shares. The price of shares in this Company will be advanced almost immediately, and may be advanced without further notice. It must be plain to every one that the price of these shares will shortly be many times their par value.

For the accommodation of those who may wish to subscribe for these shares, and who may not be at the moment in position to make the investment complete, the directors of the Company have authorized a plan of installment payments which will be explained to anyone on application.

An officer of the Company was interviewed regarding the scope of the Company's work and the ensuing talk seems specially interesting.

"When," was asked, "was your Company organized?"

"This Company was organized about four months ago under the laws of the State

of Maine."

"What is the capital stock?"

"\$10,000,000."

"Is there more than one class of stock?"

"No. The Company has no preferred stock, issues no bonds, has no debts outside of current expenses, and no preferred claims of any kind. Every stockholder has exactly the same kind of stock as any other stockholder."

"Why are you selling your shares through public subscription?"

"In order to secure the money necessary to build, equip, and locate enough machines to supply the demand for baskets in this country. We have had to secure the patents and other interests in basket machinery of Ottmar Mergenthaler, and take over the patents and assets of the Horton Basket Machine Company of Elmira, N. Y.; to secure the majority of the stock of the Robison Basket Company at Painesville, Ohio; to purchase timber lands at various points where suitable wood for making baskets can be obtained, and to carry on the business in a conservative yet energetic manner."

"Is it your purpose to sell or lease any of these machines?"

"This Company will not sell, lease or otherwise dispose of any of its basket machines, but as fast as they are constructed and equipped they will be located in various parts of the country, where the Company will control the entire operation of basket making, from the point of cutting down the tree to delivering the finished product into the hands of the consumer. Plants will be established at first in the largest fruit-producing sections, and smaller plants will follow as the needs of the trade require."

"In this connection we may say that in two counties alone in New York State there is an annual demand for over 75,000,000 grape baskets."

"How much of the capital stock will it

be necessary to sell in order to carry out your plans?"

"At present we cannot state definitely, but it is not believed that it will be necessary to dispose of more than one-half of the capital stock. The balance will be held for future requirements, and such stock as is not disposed of will not, of course, draw dividends."

"Why is the capital stock so large?"

"The capital stock of this Company is not large when you consider the total amount of business to be done each year. During the present year the wholesale value of baskets that will be demanded to ship fruit and vegetables in will be nearly \$20,000,000, or almost twice the amount of our total capitalization. As we will have a practical monopoly of this business it can scarcely be said that the capital stock is large when it is only one-half of the total amount of business that will be done each year. Had the Company been organized by the usual financial methods, it would have been capitalized for probably \$25,000,000."

"Who are the Officers and Directors of the Company?"

The President is H. H. Warner, the Treasurer Charles R. Barlow and the Secretary S. B. Whitlock. The other directors are Edward H. Parkhurst, Emmett Horton, the inventor of some of our best machines, Wm. A. Myers and Robert C. Adams.

"Who was Mergenthaler?"

"Ottmar Mergenthaler, of Baltimore, Md., was one of the best known and greatest inventors of this country. Besides numerous inventions of minor importance, he first became known to fame through the invention of the Mergenthaler Linotype Machine, which revolutionized the art of typesetting and almost entirely superseded the work of the old-time printer or compositor. This invention has been generally adopted by the largest printing establishments in the world. One machine saves the labor of five men. The company has paid enormous dividends, and it is now almost impossible to buy any of this stock. Mr. Mergenthaler's views in regard to the basket machines have been stated as follows:

"This machine is as much a revolution in basketmaking as the Linotype has proven to be in typesetting, and I do not see why a company owning and controlling the patents should not receive an enormous revenue."

"Who are the practical men in the business?"

"Mr. Emmett Horton and Mr. James T. Robison."

"Mr. Horton, besides being one of the inventors of the Mergenthaler-Horton Basket Machine, is a master machinist, thoroughly versed in the various branches of the trade. He takes personal charge of the construction of our machines, which fact is, of itself, a guarantee that the work will be done in the most approved manner."

"Mr. Robison is President of the Robison Basket Company, of Painesville, Ohio, and is known to be the most experienced and best posted man in the basket business. Certainly no one is better acquainted with the trade, its needs and how to supply them, co-operating as General Manager of this Company, we feel we have practically guaranteed a dividend to our shareholders."

"How is it that you can estimate enormous profits of nearly \$4,000,000 a year for your Company?"

"First you must take into consideration that a machine costing \$500, operated by one man or girl, which would save the labor of two men, would revolutionize almost any industry that can be named. The Mergenthaler Linotype Machine saved the labor of five men, and when this machine was brought out it was considered one of the greatest inventions of the age. It is still a source of great revenue to its shareholders. The Mergenthaler-Horton Basket Machine, operated by one girl, does the work of twelve men. It is therefore very easy

"to arrive at the estimate of the enormous profits that must accrue to the shareholders of a company which owns and controls a machine costing \$500 or less, which saves many times the amount of labor over any other machine ever invented."

"If this proposition is so valuable, why was the business not financed by capitalists?"

"Because in that event it would not have been a regular enterprise. It has been the aim of the organizers of the company to secure the money necessary to build these machines and to carry on the business by placing its shares as largely as possible among small investors all over the country. The wisdom of this method is shown by the fact that we now have over 10,000 subscribers in various parts of the United States, Canada, Mexico, Cuba and South America, all of whom have the interest of the Company at heart, and who will do their utmost to further its progress. Had the business been financed by a Trust Company or a Syndicate, the financiers would have demanded a majority of the stock and a large sum out of the cash sales. In this event the control of the business would have been in the hands of a few men, and the small stockholders could easily have been frozen out. By our plan of distributing the stock all over the country, among small holders, we have created a 'People's Trust,' each member of which is interested in the welfare of the organization, and each shareholder, no matter how small the amount of his or her holdings, is protected against the control being secured by a few persons who could freeze out the small investors."

"How many fruit and truck baskets are required in this country each year?"

"Last year the demand was about 3,000,000,000."

"How many were supplied?"

"Only about two-thirds, or 2,000,000,000."

"How were these baskets manufactured?"

"Nearly five per cent. were made by hand."

"What was the value of the most valuable prices of the baskets supplied last year?"

"Nearly \$12,000,000."

"What were the manufacturers' profits on this?"

"In round numbers, \$1,500,000."

"Had these baskets all been supplied by the Mergenthaler-Horton Basket Machine, what would have been the profit?"

"The saving in labor alone would have amounted to over \$2,000,000. This, added to the profits realized by the manufacturers last year, would have amounted to \$3,500,000, or sufficient to pay a dividend of thirty-five per cent. on the entire capital stock of this Company."

"What do you estimate the percentage of profit will be on your business?"

"At least 33 1/3% net after all expenses have been paid. On last year's product the profit would have been over \$4,000,000, and if the demand had been fully supplied the profits would have been still greater."

"How do these baskets reach the consumer?"

"Consumers who buy in large quantities can purchase direct from the Company. Those who buy in small amounts are supplied by wholesale dealers who make their purchases in carload lots, and also through commission men who supply grocers, stores and small dealers in the fruit-growing districts. Some of these men take fruit in payment for baskets. The product is supplied through the ordinary business channels which handle similar manufactured articles."

"Are you receiving orders for baskets at the present time?"

"Yes. Had our plants been fully equipped we could have supplied several million dollars' worth of baskets during the present season; in fact, during the week ending Saturday, May 10th, we were obliged to refuse business amounting to more than One Million Dollars, as we turned away orders for Seventy-Five Millions of baskets in that week. Next year we will manufacture, sell and deliver more than Six Million Dollars' worth of fruit and truck baskets."

"How long have any of these machines been in operation?"

"Over 30 of these machines have been in operation for the last 18 months in the plant of the Robison Basket Company at Painesville, O. A number have also been operated at Elmira, N. Y. There is no more experimental work to be done before their merits have been fully demonstrated. We have at our offices at No. 287 Broadway, New York City, a machine now making baskets also at our establishments in Philadelphia, Chicago and Boston. These machines have been constantly in operation at the Robison factory for over nine months. Thousands have seen them work and have been deeply impressed with the wonderful demonstration of their practicality in making complete baskets rapidly and well and supplying the country's great demand."

"If the Robison factory were run to its full capacity, how far would its earnings go toward paying dividends on the capital stock of your Company?"

"It is carefully estimated that if this one factory alone were run to its full limit, it would earn a profit equal to at least four per cent. on the capital stock of this Company."

"How many factories like the Robison factory does your Company expect to establish?"

"We intend to establish enough to satisfy the demand."

"Where will they be located?"

"In the principal fruit-growing districts of the country."

"How many do you think it will require?"

"We expect it will be necessary to have at least two on the Pacific Coast, three or four in the Northern States, such as Maryland, New York, New Jersey, New York, and in the principal fruit and vegetable growing districts of the South."

"Will these plants be operated the year round?"

"Almost, but the business of selling baskets in different parts of the country will be nearly continuous. For instance, in the South the trade commences in the late winter months and continues to work further north as the season progresses. The supplying of grape and peach baskets comes last, and brings the demand late into the autumn months, leaving barely time for the accumulation of stock at various points."

"What kind of wood do you use for making baskets?"

"We can use almost any kind of wood, Basswood, Cottonwood, Balm of Gilead, Poplar, Ash, etc., can be used, but we have no trouble in securing fruit-basket material in almost any section of the country. Any wood suitable for making veneers can be used for making baskets."

"When do you expect to pay dividends?"

"We cannot state definitely, just at present, whether we will pay a dividend this year or not, as it takes some time to get our plants thoroughly established. Another season, however, we will have several hundred machines at work and expect them to pay large dividends."

"How often will you pay these dividends?"

"Semi-annual."

"How many shares can be purchased by one person?"

"Not less than 50 and not more than 5,000."

"What are the terms and condition under which shares can be purchased?"

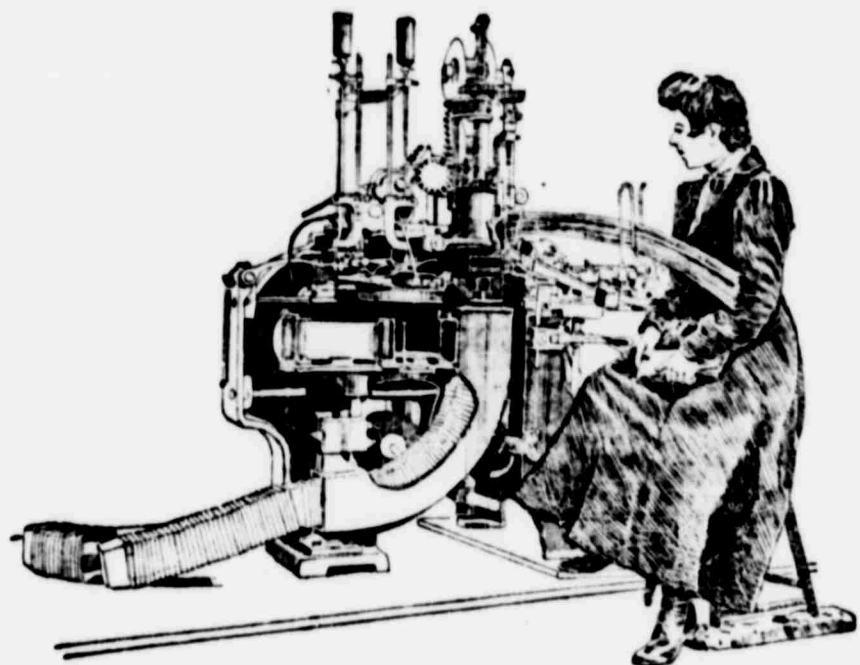
"At least 75 per cent. of the amount must be sent with the application. The balance may be paid in two equal monthly installments. Checks, drafts, money orders, etc., should be made payable to the order of Charles R. Barlow, Treasurer."

"What is the price of your capital stock?"

"Our stock at present is quoted at 75 cents per share, par value one dollar, full paid and non-assessable. We wish to say, however, that advances will take place in the near future and without further notice. When the Company has been able to demonstrate its earning capacity these shares will undoubtedly be worth many times their par value."

"Are subscriptions by mail taken care of as promptly as subscriptions made personally?"

"All subscriptions have attention as soon as they are received. If accepted, they are entered on the books of the Company, and, when full paid, an order is given to the Corporation Trust Company, with which the stock is registered, to issue and forward the stock certificate as soon as possible. Usually if application is received until from the time certificates are issued, the Company is obliged to reserve the right to reject any and all subscriptions at its option."—Ad.



QUART BERRY BASKET MACHINE, CAPACITY 12,000 COMPLETE BASKETS PER DAY.

The "Till" basket machine is almost exactly similar in general construction to the Quart Berry Basket machine.

sition this Company offers for public cooperation.

Many thousands of people have subscribed to the shares of this Company, and for their convenience and that of their interested friends the directors have thought it well to make a public exhibition of the work of the machine in the large centres of subscription. These exhibitions have been made or are going forward at 287 Broadway, New York; 311 Washington St., Brooklyn; 812 Chestnut St., Philadelphia; 118 and 120 Monroe St., Chicago, and 178 Tremont St., Boston. Fully 35,000 people view these machines each day the exhibition is in progress, the exhibition rooms in every city being steadily crowded by those who are anxious to see for themselves the human-like machine make complete baskets automatically and continuously from raw material in the shape of strips and bobbins.

These exhibitions have raised a cloud of witnesses who testify with one accord to the absolute accuracy of the Company's statements regarding the machine and its work. There should not, therefore, now remain the smallest grain of doubt concerning the efficiency of the machines in the mind of any one, and there should be sufficient time given to this Company's presentment to determine whether there are any reasons why these wonderful machines, which save two or three times the labor of the Linotype, the Sewing Machine, the Cotton Gin and the Harvester, should not absolutely dominate the basket industry of this country.

It must not be forgotten that this Company will not sell or lease a single machine, but will operate its machines everywhere itself, as is now being done in the great factory at Painesville, Ohio, the majority of the stock of which is owned by this Company.

With the statement that this Company owns and controls all patents on automatic basket making machinery, including the fundamental sweeping basic patents and all improvements thereon, all are invited to read the following résumé of the basket situation from a commercial and manufacturing standpoint.

PREPARING TO FILL ORDERS FOR THE NATION'S BASKETS.

The Mergenthaler-Horton Basket Machine Company is making great preparations for handling the big basket contracts which are offered to it. An order has just been given out for the manufacture of 100 new machines for making 5-pound grape baskets. These 100 machines combined will have a capacity of 400,000 5-pound baskets per day. Some idea of the immensity of the demand for this size of baskets may be gathered from the fact that the contracts which are now offered to the Company for baskets of this size alone will require the running of these 100 machines 10 hours a day 300 days in the year.

400,000 baskets per day for 300 days is 120 million baskets. If any one were to see one or two millions of baskets piled up together, he would imagine that there were enough baskets in the pile to pack the grapes of the universe. Yet the State of New York alone demands at least one-

thousand, and it is not hard to see that this item will add \$500,000 a year to the Company's profit, or a total for grape baskets alone of \$1,300,000, which is over 13% on the entire capital of the Company, earned by the business in grape baskets which the Company's automatic machines absolutely control.

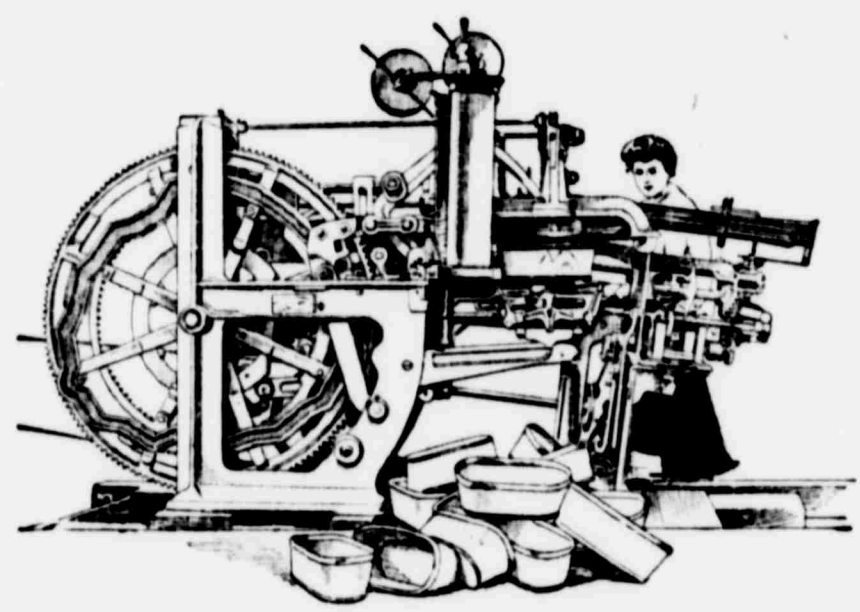
QUART BERRY BASKETS.

The volume of business in quart berry baskets amounts in dollars and cents to fully as much as the volume of business in grape baskets, and this Company's equipment for making the quart berry basket is being rapidly extended. At the present time there are already 5 berry basket machines in operation. These machines have a capacity of 12,000 berry baskets per day each, or a total of 60,000 berry baskets per day. Negotiations looking toward the completion of a contract for the manufacture of 50 more of these berry basket machines are going forward as rapidly as possible. When these machines are completed, which will be within a few months, the Company's capacity for making berry baskets will be about one and one-half millions per year.

The selling price of berry baskets at the lowest rate known anywhere is \$2.25 per thousand; this Company is prepared to sell these berry baskets at \$1.60 per thousand and make a net profit of \$1.00 per thousand out of this for every thousand baskets made. More than one-half of the entire berry basket business is already offered to this Company, and it is merely a question of the completion of negotiations when the entire demand for berry baskets will be turned over to this Company to supply. It is absolutely certain that the whole berry basket business will be contracted to this Company before its machines can possibly be completed to turn out the work. A very simple calculation on the volume of berry basket business, as stated above, sold at the unheard-of low price of \$1.60 per thousand, out of which the Company makes a clean \$1.00, will add one and one-half millions more to the yearly profit of the Company. This will make a total of profit earned on grape baskets and berry baskets of \$2,800,000 per year, or 28% on the entire capital of the Company.

THE "TILL" BASKET.

Next in order of calculation is the basket known as the Till Basket. This basket is now used for the shipment of peaches from Georgia and the Southern States; for the shipment of plums and for the shipment of tomatoes from all the Southern points to the northern markets. The use of this "till" basket, which holds about four quarts, is rapidly superseding the big half bushel peach basket everywhere throughout the peach-growing section. Maryland and Delaware are on the point of adopting it; New Jersey and Michigan are ready to take it up. The peculiar and particular advantages of this basket over the round half-bushel peach basket are that the fruit is better preserved in it, and that they are more easily carried homely by the purchaser; but beyond this there is the material advantage of shipping. At present the railroad companies which carry the peaches to market are compelled to fit up



GRAPE BASKET MACHINE, CAPACITY 4,200 COMPLETE BASKETS PER DAY.

This machine is now on exhibition making baskets at 311 Washington St., Brooklyn, 812 Chestnut St., Philadelphia, 118 & 120 Monroe St., Chicago, and 178 Tremont St., Boston.

of Maine.

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"Why are you selling your shares through public subscription?"

"In order to secure the money necessary to build, equip, and locate enough machines to supply the demand for baskets in this country. We have had to secure the patents and other interests in basket machinery of Ottmar Mergenthaler, and take over the patents and assets of the Horton Basket Machine Company of Elmira, N. Y.; to secure the majority of the stock of the Robison Basket Company at Painesville, Ohio; to purchase timber lands at various points where suitable wood for making baskets can be obtained, and to carry on the business in a conservative yet energetic manner."

"Is it your purpose to sell or lease any of these machines?"

"This Company will not sell, lease or otherwise dispose of any of its basket machines, but as fast as they are constructed and equipped they will be located in various parts of the country, where the Company will control the entire operation of basket making, from the point of cutting down the tree to delivering the finished product into the hands of the consumer. Plants will be established at first in the largest fruit-producing sections, and smaller plants will follow as the needs of the trade require."

"In this connection we may say that in two counties alone in New York State there is an annual demand for over 75,000,000 grape baskets."

"How much of the capital stock